

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Serial No.:** 09/998,111

**Conf. No.:** 4393

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**Art Unit:** 3622

**Applicants:** Hubbard et al.

**Examiner:** Duran, Arthur D.

**Title:** SYSTEM AND METHOD FOR PRESENTING  
MARKETING CONTENT ON A WEB PAGE

**Docket No.:** CA920000060US1  
(IBMR-0111)

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

This paper is being filed in response to the Final Office Action dated August 23, 2005 and is being submitted subsequent to a decision on appeal and in conjunction with a Request for Continued Examination. Please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 6 of this paper.